

EXHIBIT 50
[FILED UNDER SEAL]

adform

[CONTACT US](#)A hand is shown typing on a laptop keyboard. Overlaid on the image is a semi-transparent blue graphic featuring a line chart and a circular gauge, suggesting data analysis or digital marketing. The text 'Introducing the New Audience Marketplace' is centered over the image in a large, white, sans-serif font.

Introducing the New Audience Marketplace

January 22, 2019

We are proud to introduce the New Audience Marketplace for Adform DSP Clients. Our brand-new self-service audience discovery experience is now available through the Adform DSP. In line with our commitment to delivering you the most intuitive and efficient buying process in the industry, we've made finding, understanding, and activating the right audiences easier. The Audience Marketplace draws on the expertise and resources of our world-class Data Management Platform (DMP) to further enhance your ability to make data-driven decisions in the Adform Demand Side Platform (DSP).

With more data than ever currently available, we know finding and communicating to the right audiences is first and foremost in your mind. With over 300 of the world's leading data partners available through the Adform Audience Marketplace, this release helps you discover and engage the audiences most relevant to your message.



Discovery

Discover relevant audiences across all data owners easily, using a Unified Taxonomy and personalized recommendations



Insights

Activate audiences with full transparency and confidence thanks to insightful KPIs and benchmarks



Usability

Activate audiences quickly with a seamless workflow across the stack


[CONTACT US](#)


branded data providers.

The Marketplace puts as many as 300 data providers and nearly 400,000 audiences globally at your fingertips. Finding the right audience at scale is made easy through our unified audience taxonomy which offers granular sociodemographic, household, interest, and intent data.

With the new Audience Marketplace:

- You'll find an integrated way to navigate Data Providers and Audiences in a discovery-friendly format allowing discovery by data owner or by audience properties.
- Our unified taxonomy allows Adform DSP users to easily find and compare audiences that are similar in context.
- Tabs for 1st, 2nd, and 3rd party data provide quick access to audiences of different data types.
- The Audience Summary provides a quick overview of basic audience details.

If you're an existing Adform DSP client the Audience Marketplace is already live and can be accessed directly via the "Audiences" tab. You'll find a complete guide for how to get the most out of these new features in the [help section](#)  (login required).

If you're not currently using the Adform DSP and would like to learn more, please reach out to our sales team [here](#) .

With the Audience Marketplace, Adform DSP users benefit from synergies only possible due to Adform's unique integrated platform-based approach. More than just a DSP, the Adform DSP is able to leverage the underlying development focus and power of being backed by the team behind our enterprise tier DMP. Seamless integration with the rest of Adform's buy side platform delivers further synergies and capabilities for



[CONTACT US](#)

Not a current client? Interested in the Adform DSP, or the full capabilities of the Adform Unified Buy Side Platform with DMP, advanced analytics, Ad Serving and advanced creative?

Recommended



**Quick Look: The
Next 6 Months in
Privacy Regulation**



**Adform and GALE
Deliver Fast
Turnaround for
Fortune 500 Tax
Preparation
Company**

Company

[About Adform](#)[Global Offices](#)[Partner Ecosystem](#)

Leadership

Leadership Team



[CONTACT US](#)

Policies

[Corporate Governance](#)

[Privacy Center](#)

[Industry Memberships and Certifications](#)

[Policies and Guidelines](#)

[Opt Out](#)

[Do Not Sell or Share my Information](#)



© 2024 Adform. All rights reserved.

